

# GLUTEN-FREE PRODUCT CATALOGUE 2024

EASY GLUTEN-FREE CHOICES

The Gluten-free Product Catalogue is published annually by the Finnish Coeliac Society. The catalogue contains gluten-free products sold in the retail sector. The catalogue contains also contact information of the manufacturers, importers, bakeries and online stores. All information is based on information obtained from the companies.

The catalogue is a unique publication as it compiles products that are suitable for gluten-free customers in one single booklet. It is a valuable source of information for everyone on or involved in the gluten-free diet. The catalogue is also an important tool for dieticians consulting coeliac patients to the beginning of their gluten-free diet. Catering professionals get a focused picture of the products on the market from the catalogue, too.

In 2022, 89 percent of the respondents to our member survey will use the catalogue regularly. 57% of them use the printed catalogue and 32% use the electronic catalogue via the Coeliac Society's website and mobile membership card.

## Stand out from the crowd

An advertisement in the catalogue makes gluten-free shopping easier and one can also ask the shop keeper to order it by showing the product ad. It is also an excellent way to make your product stand out of the many in the same product category. Kitchen professionals and other gluten-free service providers get info and ideas to improve their services from the ads. Product catalogue is a great opportunity for companies to make their gluten-free products and services known to customers.



The circulation of the 2024 catalogue is 20.000 copies. It is mailed to all members of the Coeliac Society and handed out to participants and visitors in different seminars and events. It can also be loaded and printed from the Coeliac Society's web pages.

## Gluten-free product catalogue comes out in April 2024.

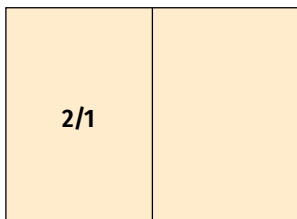
### PRODUCT INFORMATION

Product information for the catalogue by 15, January 2024.  
Coeliac Society reserves the right to limit product information.  
Address: [tuotteet@keliakialiitto.fi](mailto:tuotteet@keliakialiitto.fi)  
Queries: Tarja Heimolehto, [tarja.heimolehto@keliakialiitto.fi](mailto:tarja.heimolehto@keliakialiitto.fi),  
tel. 358 3 2541 324

### ADVERTISEMENT MATERIALS

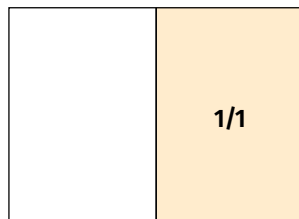
Advertisement reservations by 15, January 2024  
Address: [tuotteet@keliakialiitto.fi](mailto:tuotteet@keliakialiitto.fi)  
Advertisement materials by 9, February 2024  
Address: [adverts@keliakialiitto.fi](mailto:adverts@keliakialiitto.fi) and  
[tarja.heimolehto@keliakialiitto.fi](mailto:tarja.heimolehto@keliakialiitto.fi)

**TECHNICAL INFORMATION:** Page size 148 x 210 mm (A5) • trimming space 3 mm • pictures: 300 dpi • CMYK



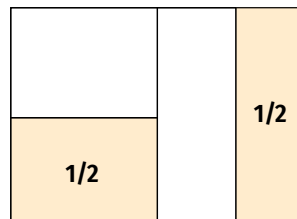
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297 x 210 mm  
(2 x 148 x 210 mm)  
+ 3 mm trimming space



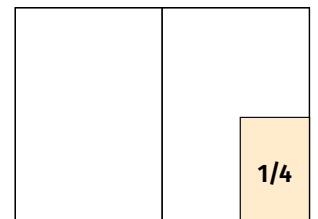
#### ONE PAGE ADVERTISEMENT

2 200 €  
210 x 148 mm  
+ 3 mm trimming space



#### ½ PAGE ADVERTISEMENT

1 100 €  
vertical 72 x 210 mm  
horizontal 148 x 102 mm  
+ 3 mm trimming space



#### ¼ PAGE ADVERTISEMENT

580 €  
72 x 102 mm  
+ 3 mm trimming space